

WXIX

ORDERFlight Dates **09/25/12-10/01/12**Contract / Revision **815832 /**Original Date / Revision
08/31/12 08/31/12Advertiser **Obama, Barack/D/President**Agency **Greer Margolis Mitchell & B**

Buying Contact

**1010 Wisconsin Ave NW
Suite 800
Washington, DC 20007**Primary Account Executive
Aaron Ashe

Account Executive	Order%	Start Date	End Date
Aaron Ashe	100%		

Product

OBAMA SCHED A

Agency Com 15%

Billing Contact

**1010 Wisconsin Ave NW
Suite 800
Washington, DC 20007**

Sales Office T-DC

Sales Region National

Agency Ref

Order Sep 00:00:00

Estimate # **1536**Alt Order # **06302422**

Billing Type Cash

Order Type Political

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes Agency Political Pol-Candic

Product Codes PL565

Priority P 5

Advertiser Ref

Order Share % Market Value

Competing Station	% of Order	Amount
EXIX	%	
WBQC	%	
WCET	%	
WCPO	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	

Order Totals**Billing Plan**

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	57	\$12,886.00	\$15,160.00	0.00	08/27/12	09/30/12	57	\$12,886.00	\$15,160.00
October 2012	14	\$2,643.50	\$3,110.00	0.00	10/01/12	10/01/12	14	\$2,643.50	\$3,110.00
Totals	71	\$15,529.50	\$18,270.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	WXIX	09/30/12	09/30/12	FOX News Sunday Fox News Sunday	Comm	8am-11am (10:00 AM-11:00 AM)	-----1	:30	1	\$75.00	P 5	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/24/12	09/30/12	-----1		1		\$75.00		0.00					
E 2	WXIX	09/25/12	10/01/12	Jeff Probst 4P Jeff Probst 4P	Comm	4-5P	MTWTF--	:30	2	\$75.00	P 5	0.00	NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/25/12	10/01/12	MTWTF--		2		\$75.00		0.00					
E 3	WXIX	09/25/12	10/01/12	Rachael Ray 11A Rachael Ray 11A	Comm	11a-12P	MTWTF--	:30	3	\$50.00	P 5	0.00	NM	3	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					

Contract / Revision **815832** Flight Dates **09/25/12-10/01/12**

Hiatus Dates

Original Date / Revision 08/31/12/ 08/31/12

Order Sep 00:00:00

Advertiser **Obama, Barack/D/Presiden** Product **OBAMA SCHED A**Estimate # **1536**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 3	WXIX	09/25/12	10/01/12	Rachael Ray 11A Rachael Ray 11A	Comm	11a-12P	MTWTF--	:30	3	\$50.00	P 5	0.00	NM	3	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	MTWTF--					3	\$50.00		0.00			
E 4	WXIX	09/25/12	10/01/12	America Now 12P America Now 12P	Comm	12-1P	MTWTF--	:30	2	\$50.00	P 5	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	MTWTF--					2	\$50.00		0.00			
E 5	WXIX	09/25/12	10/01/12	MILLIONAIRE 1P MILLIONAIRE 1P	Comm	1-2P (1:00 PM-1:30 PM)	MTWTF--	:30	3	\$50.00	P 5	0.00	NM	3	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	MTWTF--					3	\$50.00		0.00			
E 6	WXIX	09/25/12	10/01/12	Wendy Williams 3P Wendy Williams 3P	Comm	3-4P	MTWTF--	:30	3	\$50.00	P 5	0.00	NM	3	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	MTWTF--					3	\$50.00		0.00			
E 7	WXIX	09/25/12	10/01/12	Jeopardy 6P JEOPARDY	Comm	6-630P	MTWTF--	:30	5	\$250.00	P 5	0.00	NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	MTWTF--					5	\$250.00		0.00			
E 8	WXIX	09/25/12	10/01/12	Jeopardy 730P JEOPARDY	Comm	730-8P	MTWTF--	:30	5	\$600.00	P 5	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	MTWTF--					5	\$600.00		0.00			
E 9	WXIX	09/29/12	09/29/12	LATE RUN M-SU NEWS/LATE	Comm	11P-12M	-----1-	:30	1	\$400.00	P 5	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----1-					1	\$400.00		0.00			
E 10	WXIX	09/30/12	09/30/12	Late News Su Late News Sun	Comm	10-1102P (10:00 PM-10:30 PM)	-----1	:30	1	\$500.00	P 5	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----1					1	\$500.00		0.00			
E 11	WXIX	09/30/12	09/30/12	Late News Su Late News Sun	Comm	10-1102P (10:30 PM-11:00 PM)	-----1	:30	1	\$500.00	P 5	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----1					1	\$500.00		0.00			
E 12	WXIX	09/30/12	09/30/12	Cincinnati 1130P Sun Cincinnati 1130P Sun	Comm	1130P-12A	-----1	:30	1	\$150.00	P 5	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----1					1	\$150.00		0.00			
E 13	WXIX	09/26/12	09/26/12	X Factor Wednesday X Factor Wednesday	Comm	X Factor Wednesd	--1----	:30	1	\$1,500.00	P 5	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	--1----					1	\$1,500.00		0.00			
E 14	WXIX	09/27/12	09/27/12	X Factor Thursday X Factor Thursday	Comm	X Factor Thursday	---1---	:30	1	\$1,500.00	P 5	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	---1---					1	\$1,500.00		0.00			
E 15	WXIX	09/30/12	09/30/12	NFL on Fox Game 1 NFL on Fox	Comm	1P-4P	-----1	:30	1	\$1,500.00	P 5	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----1					1	\$1,500.00		0.00			



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Order Sep 00:00:00

Advertiser **Obama, Barack/D/Presiden** Product **OBAMA SCHED A**

Estimate # **1536**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 15	WXIX	09/30/12	09/30/12	NFL on Fox Game 1 NFL on Fox	Comm	1P-4P	-----1	:30	1	\$1,500.00	P 5	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----1		1				\$1,500.00		0.00			
E 16	WXIX	09/25/12	10/01/12	M-F 130-5A THE INSIDER	Comm	M-F 130-5A (3:30 XM-4:00 XM)	MTWTF--	:30	3	\$10.00	P 5	0.00	NM	3	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	MTWTF--		3				\$10.00		0.00			
E 17	WXIX	09/25/12	10/01/12	FOX19 Weather at 4A First Weather at 4A	Comm	4-430A	MTWTF--	:30	2	\$20.00	P 5	0.00	NM	2	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	MTWT---		2				\$20.00		0.00			
E 18	WXIX	09/25/12	10/01/12	News @ 4:30am News @ 4:30am	Comm	4:30am-5am	MTWTF--	:30	3	\$25.00	P 5	0.00	NM	3	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	MTWT---		3				\$25.00		0.00			
E 19	WXIX	09/25/12	10/01/12	News @ 5a News @ 5a	Comm	5a-6a (5:00 AM-5:30 AM)	MTWTF--	:30	2	\$100.00	P 5	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	MTWTF--		2				\$100.00		0.00			
E 20	WXIX	09/25/12	10/01/12	News @ 5a News @ 5a	Comm	5a-6a (5:30 AM-6:00 AM)	MTWTF--	:30	3	\$100.00	P 5	0.00	NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	MTWTF--		3				\$100.00		0.00			
E 21	WXIX	09/25/12	10/01/12	News @ 6a News @ 6am	Comm	6a-7a (6:00 AM-6:30 AM)	MTWTF--	:30	2	\$200.00	P 5	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	MTWTF--		2				\$200.00		0.00			
E 22	WXIX	09/25/12	10/01/12	News @ 6a News @ 6am	Comm	6a-7a (6:30 AM-7:00 AM)	MTWTF--	:30	3	\$200.00	P 5	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	MTWTF--		3				\$200.00		0.00			
E 23	WXIX	09/25/12	10/01/12	News @ 7a News @ 7am	Comm	7a-9a (7:00 AM-7:30 AM)	MTWTF--	:30	2	\$200.00	P 5	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	MTWTF--		2				\$200.00		0.00			
E 24	WXIX	09/25/12	10/01/12	News @ 7a News @ 7am	Comm	7a-9a (7:30 AM-8:00 AM)	MTWTF--	:30	3	\$200.00	P 5	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	MTWTF--		3				\$200.00		0.00			
E 25	WXIX	09/25/12	10/01/12	News @ 7a News @ 7am	Comm	7a-9a (8:00 AM-8:30 AM)	MTWTF--	:30	2	\$200.00	P 5	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	MTWTF--		2				\$200.00		0.00			
E 26	WXIX	09/25/12	10/01/12	News @ 7a News @ 7am	Comm	7a-9a (8:30 AM-9:00 AM)	MTWTF--	:30	3	\$200.00	P 5	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	MTWTF--		3				\$200.00		0.00			
E 27	WXIX	09/25/12	10/01/12	News @ 9a NEWS @ 9A	Comm	9-10A (9:00 AM-9:30 AM)	MTWTF--	:30	2	\$150.00	P 5	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			



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Hiatus Dates

Original Date / Revision 08/31/12/ 08/31/12

Order Sep 00:00:00

<u>Advertiser</u>	Obama, Barack/D/Presiden	<u>Product</u>	OBAMA SCHED A
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Estimate # **1536**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 27	WXIX	09/25/12	10/01/12	News @ 9a NEWS @ 9A	Comm	9-10A (9:00 AM-9:30 AM)	MTWTF--	:30	2	\$150.00	P 5	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--		2				\$150.00		0.00			
E 28	WXIX	09/25/12	10/01/12	News @ 9a NEWS @ 9A	Comm	9-10A (9:30 AM-10:00 AM)	MTWTF--	:30	2	\$150.00	P 5	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--		2				\$150.00		0.00			
E 29	WXIX	09/25/12	10/01/12	News At 630P News At 630P	Comm	630-7P	MTWTF--	:30	3	\$150.00	P 5	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--		3				\$150.00		0.00			
E 30	WXIX	09/25/12	10/01/12	Late News M-F Late News M-F	Comm	10-11P (10:00 PM-10:30 PM)	MTWTF--	:30	3	\$500.00	P 5	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--		3				\$500.00		0.00			
E 31	WXIX	09/25/12	10/01/12	Late News M-F Late News M-F	Comm	10-11P (10:30 PM-11:00 PM)	MTWTF--	:30	2	\$500.00	P 5	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--		2				\$500.00		0.00			
Totals														71	\$18,270.00